

In the Specification:

Kindly amend the specification as indicated.

Page 11, lines 11-14, please amend as follows:

The response management function 22 activates the build engine ~~21~~20 to build content on-the-fly according to the meta data. In some instances, the build engine ~~21~~20 pre-builds and the function 22 only needs to retrieve it.

Page 11, lines 16-17, please amend as follows:

The messaging engine ~~22~~21 then sends the content to the responding contact.

Page 21, lines 8-14, please amend as follows:

Operation of the system in a method 80 is now described with reference to Fig.~~6~~5, which illustrates the automatic sending of a message containing profiled content, in which the client interface is not browser access to the system 1, but an email application. This gives users the ability to send branded media-rich messages with references to VLRTM-based content. The ability to give access to rich email without clogging up a recipient's inbox with attachments is an advantageous aspect of the system 1.